

TRIBUNE PUBLISHING COMPANY DIGITAL MARKETING

Display Ads

Dollar amounts listed are cost per thousand impressions

	20,000 Impressions		30,000 Impressions		40,000 Impressions	
	3 mo.	1 mo.	3 mo.	1 mo.	3 mo.	1 mo.
Leaderboard (728x90 pixels)	\$11	\$13	\$10	\$12	\$8	\$11
<i>Top and bottom of front page, section fronts and all story pages.</i>						
Skybox (300x250 pixels)	\$11	\$13	\$10	\$12	\$8	\$11
<i>Top of right channel on front page, section fronts and all story pages.</i>						
Instory (300x250 pixels)	\$12	\$14	\$11	\$13	\$9	\$12
<i>All story pages and breaking news pages.</i>						

Interactive & Video Ads

Video ads are available in all position ad spots at a rate of \$10 CPM more than the regular ad rate. See the reverse side for more information.

Premium Ads

Commitment	1 Day	3 Days	1 Week
Corner Peel	\$100	\$175	\$250
<i>Exclusive placement, curl-down from right corner.</i>			
Drop Down Billboard	\$150		
<i>Ad across width of home page, expands automatically to dominate page. Limit one day per week, per business.</i>			
Side Rails	\$100	\$175	\$250
<i>Ads display on the left and right of the home page.</i>			

News Sponsor

Your Logo on all breaking news emails for \$100 per month

October, 2015

TPC web products reached **139,787** unique visitors in February who consumed **1,078,610** pages of content.

Make Sure your online ads pop!

Online proofs will be sent through e-mail prior to running. All online ads must be approved by customer before they can be viewed online.

Deadlines

To run on Imtribune.com, dnews.com, or inland360.com, you will need to schedule your ad prior to the number of days listed below:

- Skybox: 4 Days
- Leaderboard: 4 Days
- Mobile: 4 Days
- Video: 7 Days
- Corner Peel: 5 days

LEWISTON TRIBUNE

505 Capital St., Lewiston
(208) 743-9411

MOSCOW-PULLMAN

DAILY NEWS

220 E. Fifth St., Ste. 218, Moscow
(208) 882-5561

inland360.com
where you go for what you do

NWmarket.com

TRIBUNE PUBLISHING COMPANY DIGITAL MARKETING

Interactive & Video Ads

Dollar amounts listed are cost per thousand impressions

	20,000 Impressions		30,000 Impressions		40,000 Impressions	
Commitment	3 mo.	1 mo.	3 mo.	1 mo.	3 mo.	1 mo.
Expandable Skybox (Starts as 300x250 pixels - expands to 600x250 pixels)	\$21	\$23	\$20	\$22	\$18	\$21

Top of right channel on front page, section fronts and all story pages



Your interactive web ad goes from this...

Interactive ads appear as the same size and shape as static ads when they first appear on one of our websites.



...to this!

Once our website visitors mouse over your ad, it expands to a larger size, displaying your interactive video ad.



We've got options!

Want your ad to run during a specific time of the day only? We can make sure that your ad runs during a specific time of the day for only an extra \$4 CPM.

Want your ad to target a specific location? We can serve your ad to a specific ZIP code for only an extra \$2 CPM.

Make Sure your online ads pop!

Online proofs will be sent through e-mail prior to running. All online ads must be approved by customer before they can be viewed online.

LEWISTON ^{The} TRIBUNE

505 Capital St., Lewiston
(208) 743-9411

MOSCOW-PULLMAN

DAILY NEWS

220 E. Fifth St., Ste. 218, Moscow
(208) 882-5561



NWmarket.com

Deadlines

For your ad to run on dnews.com, lmtribune.com or inland360.com, you will need to schedule your ad prior to the number of days listed below:

Skybox	4 Days	Video	7 Days
Leaderboard	4 Days	Corner Peel	5 Days
Mobile	4 Days		